

BOOK REVIEW
The 21 Irrefutable Laws of Leadership
by John C. Maxwell
reviewed by Joseph C. Piff

In the Foreword to “The 21 Irrefutable Laws of Leadership,” Zig Ziglar states, “You are going to love this book – whether it is the first leadership book in your collection or the fiftieth – because you can immediately apply the life-changing principles and procedures in your personal, family, and business life.” A strong statement with which I agree.

Mr. Maxwell clearly explains each “Law” and then uses people from history who exemplified the leadership law in their life activities as specific examples. Some people you may recognize are Ray Kroc (McDonald’s), Abraham Lincoln, Theodore Roosevelt, Jack Welch (GE), Mother Teresa, Dean Smith (Head Basketball Coach, University of North Carolina), U.S. Army General H. Norman Schwarzkopf, Mahatma Gandhi, British Prime Minister Winston Churchill, Franklin Roosevelt, Michael Jordan (basketball player), Lee Iacocca (Chrysler), Jimmy Carter, several Civil War generals, and Roberto Goizueta (CEO, Coca-Cola).

Let’s list the 21 Laws:

1. The Law of the Lid	8. The Law of Intuition	15. The Law of Victory
2. The Law of Influence	9. The Law of Magnetism	16. The Law of the Big Mo
3. The Law of Process	10. The Law of Connection	17. The Law of Priorities
4. The Law of Navigation	11. The Law of the Inner Circle	18. The Law of Sacrifice
5. The Law of E. F. Hutton	12. The Law of Empowerment	19. The Law of Timing
6. The Law of Solid Ground	13. The Law of Reproduction	20. The Law of Explosive Growth
7. The Law of Respect	14. The Law of Buy-In	21. The Law of Legacy

As I re-read this list, I can easily say that the laws, as stated, are not always self-explanatory. In some cases, I find Mr. Maxwell’s titling too commercial. For example, the Law of E. F. Hutton refers to the television commercials that ran several years ago wherein one of the actors would eventually say, “My broker is E. F. Hutton and E. F. Hutton says ...,” at which point the whole room would go quiet so everyone could hear what was said. This might be better titled “The Law of Listening,” but it would still require significant explanation. The “Big Mo” is momentum.

Each law is described in one independent chapter that is ten to 12 pages long. The whole book is only 226 pages. It is well written in straightforward, clear language. I believe the endorsement by Tom Landry (former Head Coach, Dallas Cowboys), printed at the beginning of the book, sums up my recommendation for this book: “I recommend this book to anyone who desires success at the highest level ...”